

# DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

(Established by Government of Gujarat)

School of Commerce and Management  
Revised Syllabus for  
Diploma in Business Administration (DBA)  
June-2020

## DBA Programme

Revised Syllabus 2020 Onwards  
(As per UGC Model Curriculum)



**BAOU**  
Education  
for All

"Jyotirmay" Parisar, Opp. Shree Balaji Temple, S. G. Highway, Dr. Babasaheb  
Ambedkar Open University Road, Chharodi, Ahmedabad — 382 481  
Website : [www.baou.edu.in](http://www.baou.edu.in)

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## Introduction

Dr. Babasaheb Ambedkar Open University is unique, being the only state distance mode-open University of Gujarat, established by the Government of Gujarat. The prime objective of the University is to equip its learners with knowledge, skills and competencies associated with employability through flexible, learner-centred and technology enhanced way following the basic principles of open and distance education.

The School of Commerce and Management, Dr. Babasaheb Ambedkar Open University aims to explore new frontiers of skills, knowledge & innovation in academics as well as industry by adopting and reconnoitering new concepts and applying them to build confidence and work ethics among its learners.

Diploma in Business Administration helps learners build their path in the field of business and administration and make successful career in future. The programme provide the skills and productivity tools needed to be a key part of the success in today's highly specialized offices.

## Objectives

- ✓ To provide business management skills to perform the business manager roles and function.
- ✓ To provide proficiency in marketing management and human resource management.
- ✓ To provide knowledge about different business departments and their activities and functions.
- ✓ To provide information about different ways of business finance including accounting and bookkeeping.
- ✓ To provide clear understanding of the organization and their structure including motivation, control and communication.
- ✓ To demonstrate the ability to identify critique and synthesis complex information and apply it to problem-solving and decision-making exercises as an individual and as a team member.
- ✓ To develop the critical and research skills necessary to prepare learners for successful further study.

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Subject Code	Subject Name	Credit	
		Th	Pr
	<b>First Semester</b>		
DBAR-101	Principles Of Management	4	
DBAR-102	Basics Of Accounting	4	
DBAR-103	Business Communication Skills	4	
DBAR-104	Business Economics	4	
	<b>Second Semester</b>	<b>Th</b>	<b>Pr</b>
DBAR-201	Marketing Management	4	
DBAR-202	Financial Management	4	
DBAR-203	Computer Application	4	2
DBAR-204	Individual And Organisational Behaviour	4	
	<b>Total Credit</b>		<b>34</b>

## Outline of the Programme

- The code for this course is DBA.
- For every semester and for every course the codes will be different.
- This programme is divided into two semester namely, First Semester and Second Semester.
- The student is entitled to get 4 credits of one subject.
- The whole DBA course will have a total of 34 credits.
- Eligibility for Admission: 10+2 or equivalent examination passed (in any stream) from a Council/ University recognized by UGC.
- Duration of Course: Minimum 1 year and Maximum 4 years.
- Course fee: Rs.4000/- per semester
- Centers: Recognized/Approved study centers of University
- SLM (Self learning Material): It will be provided to all Enrolled students.
- Counseling sessions: Saturday and Sunday at all approved centers.
- Students are required to submit two assignments to the study center for the evaluation purpose. For their assignment's submission, they must follow the deadlines assigned by the university.
- Semester wise Exams: January/ February & June/ July

## Facilities

- ✓ Counselling sessions at the respective Learner Support Centre.
- ✓ ICT Support: ICT support is a major component of any ODL system of education. Our University has as such given emphasis on this. Some ICT-based support systems provided by the University for the learners of are listed below:
- ✓ Website: [www.baou.edu.in](http://www.baou.edu.in)
- ✓ E - Self Learning Material
- ✓ Swadhyaya TV
- ✓ VANDE Gujarat — Dedicated VANDE Gujarat Channel Number 16
- ✓ Virtual Classroom
- ✓ Online Admission
- ✓ Secured Examination
- ✓ Cash-Less Campus
- ✓ ASK-ME kiosk
- ✓ Educational Apps

## Course Outcomes

The Diploma in Business Administration (DBA) Programme would enable the learners to acquire knowledge of various fields such as management principles, process and concepts.

It will prepare learners for further research and to pursue higher studies in this time.

The programme will help to equip learners with comprehensive management knowledge to deal effectively with the rapidly changing business environment.



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